Total Revenue by Year, Quarter, Month and Day

₹ 55.35M
Total Revenue

₹ 32.26M
Total Profit

198K
Total Quantity

Top 10 Products Revenue

product_name	No of quantity	Sum of revenue
WWI Desktop PC2.33 X2330 Black	550	₹ 5,00,919.3299
Adventure Works Desktop PC2.33 XD233 Silver	481	₹ 4,57,900.562
Adventure Works Desktop PC2.33 XD233 Brown	479	₹ 4,59,291.3688
Adventure Works Desktop PC2.33 XD233 Black	462	₹ 4,42,279.6033
WWI Desktop PC2.33 X2330 White	462	₹ 4,17,395.832
WWI Desktop PC2.33 X2330 Brown	460	₹ 4,16,241.1096
Adventure Works Desktop PC2.33 XD233 White	451	₹ 4,33,566.2587
WWI Desktop PC2.33 X2330 Silver	392	₹ 3,55,144.3335
Adventure Works 52" LCD HDTV X590 White	136	₹ 3,81,072.3163
Adventure Works 52" LCD HDTV X590 Black	129	₹ 3,74,990.4591

Most Revenue Category
Computers

Most Revenue State
Alaska

Year

Select all	2016	2017	2018	2019	2020	2021

Overall Performance

- **Total Revenue:** ₹55.35 Million

- **Total Profit:** ₹32.26 Million

- **Total Quantity Sold:** 198,000 units

Key Insights

- Computers is the top-selling and revenue-generating category.

- Alaska is the state with the highest revenue contribution.

- There's a significant gap in revenue between the top-selling product and the rest.

- The company primarily sells desktop PCs and LCD TVs.

Country

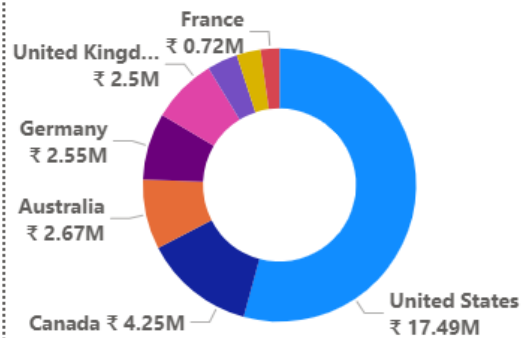France ₹ 0.72M
United Kingd... ₹ 2.5M
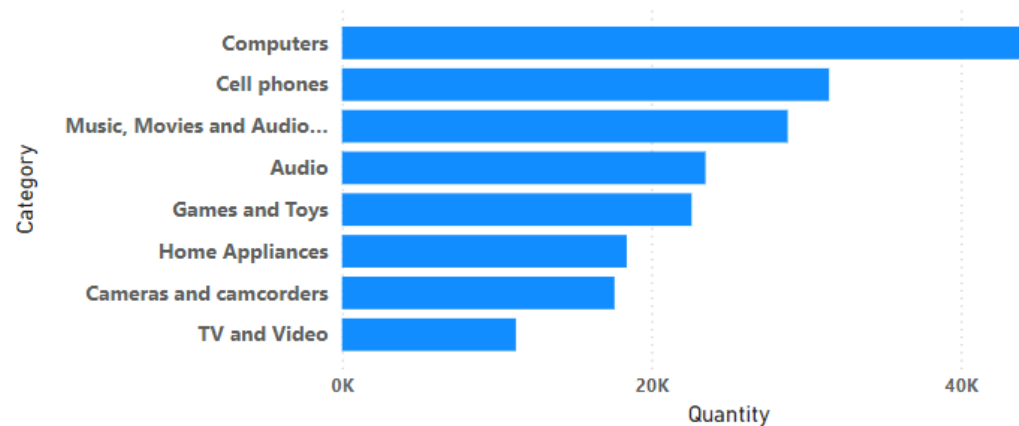Germany ₹ 2.55M
Australia ₹ 2.67M
Canada ₹ 4.25M
United States ₹ 17.49M

Count of order_number by Year, Quarter, Month and Day

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Quantity by Category

Computers
Cell phones
Music, Movies and Audio...
Audio
Games and Toys
Home Appliances
Cameras and camcorders
TV and Video

0K   20K   40K
Quantity

Revenue by Age Top 10

62 0.97K (9.22%)
43 0.99K (9.36%)
32 1.02K (9.7%)
66 1.03K (9.78%)
87 1.04K (9.83%)
59 1.05K (9.92%)
79 1.05K (9.98%)
33 1.09K (10.3...)
25 1.11K (10.51%)
23 1.2K (11.33%)
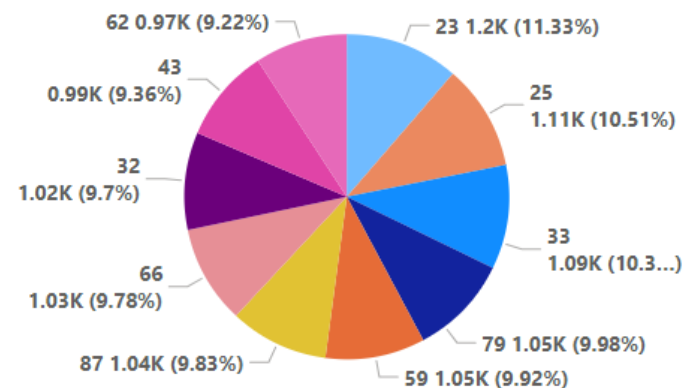
Year

| Select all | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 |

Overview

The provided image presents a dashboard with various visualizations related to order count, quantity by category, and revenue by age group. The data appears to span from 2016 to 2021.

Key Findings

Geographic Distribution

United States is the leading market with the highest number of orders, followed by Canada. **France, Germany, Australia, and the United Kingdom** have relatively lower order volumes compared to the US and Canada.

Order Trends

- The overall order count has shown a significant increase from 2016 to 2021.
- There seems to be a seasonal pattern in order counts, with peaks and troughs throughout the year.
- A more detailed analysis with monthly data would provide clearer insights.

Product Performance

Computers and **Cell phones** are the top-selling categories based on quantity.

There's a relatively even distribution among other product categories.

A general trend analysis by age group would provide valuable insights into customer behavior.

Potential Insights and Recommendations

Market Focus:

Given the dominance of the US and Canada, a deeper analysis of these markets could identify growth opportunities.

Seasonal Trends:

Understanding the factors driving seasonal fluctuations in order counts can help optimize inventory management and marketing campaigns.

Product Portfolio:

Analyzing the performance of different product categories can help identify high-performing and underperforming areas.
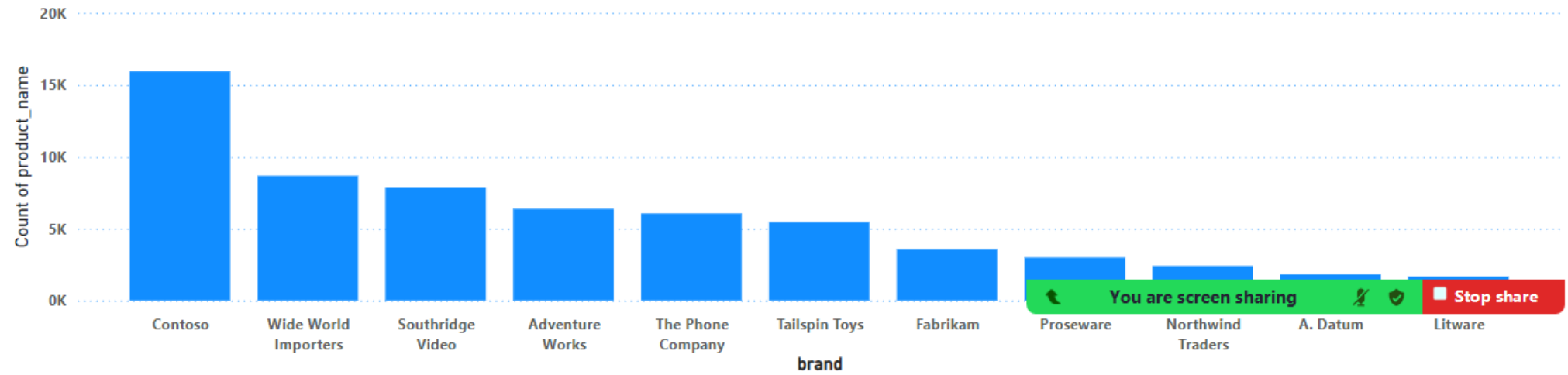
Customer Segmentation:

A detailed analysis of customer demographics, including age, location, and purchase behavior, can aid in targeted marketing efforts.
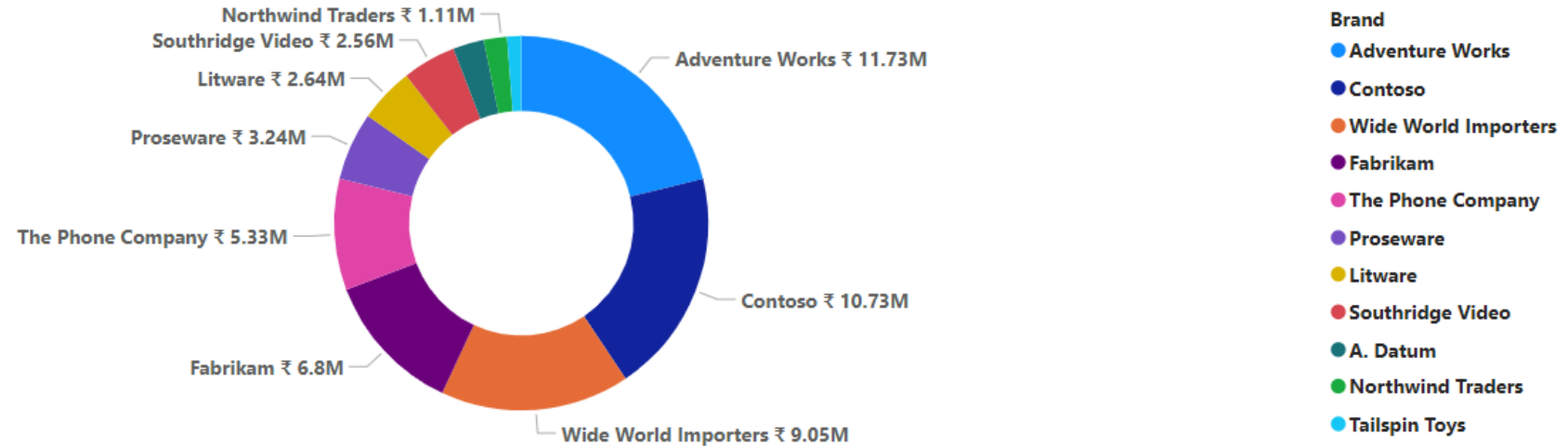
Data Granularity:

Enhancing the dashboard with more granular data, such as monthly order counts and revenue breakdowns by product category, would provide a more comprehensive view.

Count of product_name by brand

Revenue by Brand

Northwind Traders ₹ 1.11M
Southridge Video ₹ 2.56M
Litware ₹ 2.64M
Proseware ₹ 3.24M
The Phone Company ₹ 5.33M
Fabrikam ₹ 6.8M
Adventure Works ₹ 11.73M
Contoso ₹ 10.73M
Wide World Importers ₹ 9.05M

Brand
- Adventure Works
- Contoso
- Wide World Importers
- Fabrikam
- The Phone Company
- Proseware
- Litware
- Southridge Video
- A. Datum
- Northwind Traders
- Tailspin Toys

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Overview

The provided image presents data on product count and revenue by brand.

Two visualizations are used: a bar chart for product count and a pie chart for revenue.

Product Count by Brand

Contoso is the clear leader in terms of product count, with a significantly higher number of products compared to Other brands. The remaining brands have a relatively similar number of products, with a gradual decline in product count from **Adventure Works** to **Litware**.

Revenue by Brand

- **Adventure Works** is the top revenue-generating brand, contributing significantly to the overall revenue.

- **Contoso** and **Wide World Importers** follow closely behind, with substantial revenue contributions.

- **The Phone Company** and **Fabrikam** also have notable revenue shares.

- The remaining brands have relatively smaller revenue contributions.

Key Insights

Revenue Concentration:

A few key brands, primarily Adventure Works, Contoso, and Wide World Importers, dominate the revenue landscape.

Potential for Growth:

Brands with a lower revenue share but a significant product count, like Contoso, might have untapped potential for revenue growth.

Recommendations

Deep Dive into Adventure Works:

Conduct a detailed analysis of Adventure Works' product portfolio and pricing strategy to understand the factors driving its high revenue.

Product Optimization:

Evaluate the product mix of brands with lower revenue despite a high product count. Identify opportunities to improve product quality, pricing, or marketing.

Diversification:

Consider expanding the product range for brands with a smaller market share to increase revenue potential.

Customer Analysis:

Analyze customer preferences and buying behavior to tailor product offerings and marketing strategies accordingly.

Performance Metrics:

Implement key performance indicators (KPIs) to track product performance and revenue trends over time.

Sum of profit by country_x

Overview

The provided map visualization displays the sum of profit by country, represented by the size of bubbles on a world map.

Key Findings

Regional Profit Disparity:

The visualization clearly indicates a significant disparity in profit across different regions.

Dominant Regions:

North America and Europe appear to be the most profitable regions, as evidenced by the larger bubble sizes in these areas.

Emerging Markets:

While the profit levels in Asia, Africa, South America, Australia, and other regions seem lower compared to North America and Europe, further analysis with specific data points would be necessary to draw definitive conclusions.

Potential Insights and Recommendations

Market Penetration:

The map suggests potential for increased market penetration in regions with smaller bubbles. A deeper analysis of these markets could identify opportunities for growth.

Performance Analysis:

A comparison of profit margins across regions can provide insights into factors driving profitability.

Risk Assessment:

Regions with high profit levels might also carry higher risks. A thorough risk assessment is essential for sustainable growth.

Data Granularity:

To gain more precise insights, it's crucial to explore data at a more granular level, such as by country or even by city.